

AGENDA

Skagit Video Subgroup Meeting

Monday, July 1st 2020

1:00 pm – 3:00 pm

Anticipated Attendees

Michelle Quast - Ecology
Scott Bohling - Ecology
Justine Asohmbom - Ecology
Richard Brocksmith - SWC
Holli Watne - SWC

Kristi Carpenter - SCD
Lucy Degrace – SFEG
Allison Roberts – Kulshan Services
Susan Wood – Ecology/Padilla Bay
Izzi Lavallee – WCC/Padilla Bay

1:00 – 1:10

Logging in

Tech Check | Scott and Michelle

1:10 – 1:20

Agenda Overview

Go over expected meeting outcomes | Michelle

Ask Questions | Group

1:20 – 3:00

Audience Research and Proposed Video Outline

Review the video objectives | Scott

Share the proposed video outline and discuss | Michelle/Scott and Group

- Do these four videos address the audiences and behaviors we want to focus on?
- What is missing?

Review our next steps in the video production process | Justine

Review of existing research and discussion | Michelle/Scott and Group

- What are the data gaps?
- Is there additional data available to answer our questions?

Define outcomes for next meeting | Justine and Group

- Honing in on target audiences/behaviors/barriers